# Financial KPI Analysis for a Startup

Internship Project Report

## 1. Introduction

This project was undertaken as part of a data analytics internship to analyze the financial performance of a hypothetical startup. The focus was on calculating and visualizing essential financial KPIs such as Revenue, Customer Acquisition Cost (CAC), Lifetime Value (LTV), Burn Rate, and the LTV:CAC Ratio over a 12-month period.

## 2. Abstract

Using Microsoft Excel, a 12-month financial dataset was created with key variables including revenue, marketing spend, customer counts, and costs. From this data, essential metrics were calculated to assess financial health and marketing efficiency. The insights were summarized through an interactive Excel dashboard featuring visual trends and KPI summaries.

## 3. Tools Used

- Microsoft Excel (data entry, KPI calculation, dashboard creation)

## 4. Steps Involved

- Created a dataset covering monthly financial data including Revenue, Marketing Spend, New Customers, Total Customers, Fixed Costs, and Variable Costs  
- Calculated the following KPIs:  
 - CAC (Customer Acquisition Cost) = Marketing Spend ÷ New Customers  
 - Burn Rate = Fixed Costs + Variable Costs – Revenue  
 - LTV (Lifetime Value) = (Revenue ÷ Total Customers) × 12  
 - LTV:CAC Ratio = LTV ÷ CAC  
- Created a professional Excel dashboard consisting of:  
 - Revenue Trend (Line Chart)  
 - CAC vs LTV (Column Chart)  
 - Monthly Burn Rate (Line Chart)  
 - LTV:CAC Ratio Trend (Line Chart)  
 - KPI summary section using Excel formulas (e.g., Average CAC, Max Revenue)

## 5. Conclusion

The analysis revealed steady revenue growth, with CAC reducing over time while LTV remained strong. The LTV:CAC ratio stayed well above the benchmark value of 3, indicating efficient customer acquisition. The burn rate declined each month, suggesting improved cost control. The dashboard provides an executive-friendly overview of the startup’s financial health and performance.